

WHAT IS CLAIMED IS:

1. A profit sharing method executed by a server computer, comprising:

5 a step of obtaining pieces of answer information each specifying an option selected by a participant from options corresponding to an element which characterizes a commercial article;

10 a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer information obtained in said obtaining step;

a step of assigning predetermined points to a participant who selected the option equivalent to said adopted option; and

15 a step of determining an individual return value which should be given to the participant in accordance with the points assigned to the participant.

2. The method according to claim 1, wherein

20 one of the options selected by most participants is specified as the adopted option in said specifying step.

3. The method according to claim 1, wherein

each piece of answer information specifies, as to a plurality of elements, options which characterize the commercial article, respectively.

25 4. The method according to claim 1, wherein

said determining step determines the individual return

value by multiplying points assigned to the participant by a unit return value calculated by dividing a total return value equivalent to an amount of money should be returned to the participants by a total of the points assigned to respective
5 participants.

5. The method according to claim 1, further comprising a step of transmitting a piece of selection information indicating the options corresponding to the element to a client
10 computer of the participant that is connected to said server computer.

6. The method according to claim 1, further comprising a step of creating image data of the article characterized by
15 the adopted option.

7. A profit sharing method executed by a client computer connectable to a server computer, comprising:

a step of obtaining pieces of answer information each
20 specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article; and

a step of sending the answer information obtained in said obtaining step to the server computer for making said server
25 computer execute:

a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer

information obtained in said obtaining step,

a step of assigning predetermined points to a participant who selected the option equivalent to said adopted option, and

5 a step of determining individual return values should be respectively given to participants in accordance with the point assigned to the participants.

8. A computer readable medium containing a profit sharing
10 program comprising:

a module making a server computer execute a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article;

15 a module making the server computer execute a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer information obtained in said obtaining step;

a module making the server computer execute a step of
20 assigning predetermined points to a participant who selected the option equivalent to said adopted option; and

a module making the server computer execute a step of determining individual return values should be respectively given to participants in accordance with the points assigned
25 to the participants.

9. A program product comprising:

a module making a server computer execute a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article;

5 a module making the server computer execute a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer information obtained in said obtaining step;

10 a module making the server computer execute a step of assigning predetermined points to a participant who selected the option equivalent to said adopted option; and

15 a module making the server computer execute a step of determining individual return values should be respectively given to participants in accordance with the points assigned to the participants.

10. A profit sharing system comprising:

a server computer connectable to a client computer; and
a storing device containing a profit sharing program
20 comprising:

a module making the server computer execute a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial
25 article,

a module making the server computer execute a step of specifying one option as an adopted option corresponding to

the element, based on the pieces of answer information obtained in said obtaining step,

a module making the server computer execute a step of assigning predetermined points to a participant who selected the option equivalent to said adopted option, and

a module making the server computer execute a step of determining individual return values should be respectively given to participants in accordance with the points assigned to the participants.

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11. A commercial article developing method comprising:

a step of obtaining pieces of answer information each specifying at least an option selected by a participant from options corresponding to an element which characterizes a commercial article;

a step of specifying one option as an adopted option corresponding to the element, based on the pieces of answer information obtained in said obtaining step; and

a step of developing a commercial article on the basis
20 of the adopted option specified in said specifying step.